

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28628

## Supplemental Box

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Boxes I - VIII

Sheet 10

## CLASSIFICATION:

The International Patent Classification (IPC) and/or the National classification are as listed below:  
IPC(7): G06F 17/60, 17/30, 15/16, 12/00 and US Cl.: 707/4, 10, 14, 26; 709/206; 707/4, 10; 705/00, 26, 336

## I. BASIS OF REPORT:

This report has been drawn on the basis of the description,  
page(s) 1-44, as originally filed.  
page(s) NONE, filed with the demand.  
and additional amendments:  
NONE

This report has been drawn on the basis of the claims,  
page(s) NONE, as originally filed.  
page(s) NONE, as amended under Article 19.  
page(s) 45-63, filed with the demand.  
and additional amendments:

This report has been drawn on the basis of the drawings,  
page(s) 1-17, as originally filed.  
page(s) NONE, filed with the demand.  
and additional amendments:  
NONE

This report has been drawn on the basis of the sequence listing part of the description:  
page(s) NONE, as originally filed.  
pages(s) NONE, filed with the demand.  
and additional amendments:  
NONE

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PCT/US99/28628

## V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

## 1 statement

Novelty (N)	Claims 1-104	YES
	Claims NONE	NO
Inventive Step (IS)	Claims 1-104	YES
	Claims NONE	NO
Industrial Applicability (IA)	Claims 1-104	YES
	Claims NONE	NO

## 2. citations and explanations (Rule 70.7)

Claims 1-104 meet the criteria set out in PCT Article 33(2)-(4), because the prior art does not teach or fairly suggest a method for profiling a consumer purchases or demographics or preferences including the step calculating or creating characterization vector. This limitation in conjunction with all other limitations of the based claims was not shown by, would not have been obvious over, nor would have been fairly suggested by the prior art of record.

## NEW CITATIONS

US 5,687,322 A (DEATON et al) 19 JULY 1997, see col. 5, lines 27-43.

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## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28628

## I. Basis of the report

## 1. With regard to the elements of the international application:\*

☐ the international application as originally filed☒ the description:

pages (See Attached)

, as originally filed

pages , filed with the demand

pages , filed with the letter of

☒ the claims:

pages (See Attached)

pages , as originally filed

pages , as amended (together with any statement) under Article 19

pages , filed with the demand

pages , filed with the letter of

☒ the drawings:

pages (See Attached)

pages , as originally filed

pages , filed with the demand

pages , filed with the letter of

☒ the sequence listing part of the

description: (See Attached)

pages , as originally filed

pages , filed with the demand

pages , filed with the letter of

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.  
These elements were available or furnished to this Authority in the following language \_\_\_\_\_ which is:☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).☐ the language of publication of the international application (under Rule 48.3(b)).☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

## 3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international

☐ contained in the international application in printed form.☐ filed together with the international application in computer readable form.☐ furnished subsequently to this Authority in written form.☐ furnished subsequently to this Authority in computer readable form.☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.4. ☒ The amendments have resulted in the cancellation of:☒ the description, pages NONE☒ the claims, Nos. NONE☒ the drawings, sheets/fig NONE5. ☐ This report has been drawn as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).\*

\* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

\*\*Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

Form PCT/IPEA/409 (Rev. D) (July 1998)

## PATENT COOPERATION TREATY

M

From the  
INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

To: DOUGLAS J. RYDER  
300 NORTH BROAD STREET  
DOYLESTOWN, PA 18901

PCT

NOTIFICATION OF TRANSMITTAL OF  
INTERNATIONAL PRELIMINARY  
EXAMINATION REPORT

(PCT Rule 71.1)

Date of Mailing  
(day/month/year)

22 MAR 2001

Applicant's or agent's file reference

8887.3006PCT

## IMPORTANT NOTIFICATION

International application No.

PCT/US99/28628

International filing date (day/month/year)

02 DECEMBER 1999

Priority Date (day/month/year)

12 MARCH 1999

Applicant

TELECOM PARTNERS LTD

1. The applicant is hereby notified that this International Preliminary Examining Authority transmits herewith the international preliminary examination report and its annexes, if any, established on the international application.
2. A copy of the report and its annexes, if any, is being transmitted to the International Bureau for communication to all the elected Offices.
3. Where required by any of the elected Offices, the International Bureau will prepare an English translation of the report (but not of any annexes) and will transmit such translation to those Offices.
4. **REMINDER**

The applicant must enter the national phase before each elected Office by performing certain acts (filing translations and paying national fees) within 30 months from the priority date (or later in some Offices)(Article 39(1))(see also the reminder sent by the International Bureau with Form PCT/IB/301).

Where a translation of the international application must be furnished to an elected Office, that translation must contain a translation of any annexes to the international preliminary examination report. It is the applicant's responsibility to prepare and furnish such translation directly to each elected Office concerned.

For further details on the applicable time limits and requirements of the elected Offices, see Volume II of the PCT Applicant's Guide.

Name and mailing address of the IPEA/US  
Commissioner of Patents and Trademarks  
Box PCT  
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

Thomas G. Black

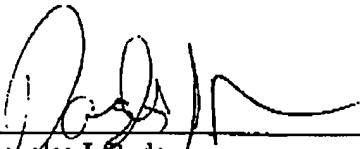
Telephone No. (703) 305-9707

Form PCT/IPEA/416 (July 1992)\*

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3-27-01

The Applicant requests that the Examiner respond to this request by providing an anticipated date on which this application will be taken up out of order. In the event that the Examiner considers denying this request, the Applicant requests that the Examiner contact the undersigned attorney.

Respectfully submitted,

  
\_\_\_\_\_  
Douglas J. Ryder  
Registration No. 43,073

Date: 1/25/02

Expanse Networks, Inc.  
300 N. Broad St.  
Doylestown, PA 18901  
Tel No. (215) 348-0265  
Fax No. (215) 348-4265  
dryder@expanse.tv

## CERTIFICATE OF TRANSMISSION (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted by facsimile to the U.S. Patent and Trademark Office.

Date: January 25, 2002

Laura J. Kelly

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/807,887	FILING DATE 02 DEC 1999	FIRST NAMED INVENTOR ELDERING	ATTY. DKT. NO. T706-11
TITLE CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM			ART UNIT 2171
			EXAMINER COBY, F

Art Unit: 2171  
Assistant Commissioner for Patents  
Washington, DC 20231

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## Request for Expedited Examination

Dear Examiner Franz Coby:

Applicant requests that the Examiner expedite examination of the above noted U.S. National Stage Application filed under 35 U.S.C. 371 for the following reasons:

1. The application contains only claims that meet the criteria of PCT Article 33(1)-(4), a copy of the International Preliminary Examination Report (IPER) is attached for the convenience of the Examiner;
2. The fees in accordance with 37 CFR 1.492(a)(4) were paid to the United States Patent and Trademark Office; and
3. Pursuant to 37 CFR 1.496(b) this application should be taken up out of order.

Moreover, the Applicant points out that this Examiner is familiar with this invention and the surrounding art as the underlying PCT application PCT/US99/28628 claimed the priority of US applications 09/268,519 and 09/268,526 both of which were examined by this Examiner and have both been allowed.

**<EXPANSE**  
networks

a: 300 N Broad Street Doylestown, PA 18901  
p: 215.348.0265 f: 215.348.4265  
w: www.expanse.tv

## Facsimile Transmission

To: Examiner Franz Coby

From: Douglas J. Ryder

Fax: 703-305-9731

Pages: 7 (including this cover sheet)

Phone: 703-305-4006

Date: January 25, 2002

Re: 09/807,887

CC:

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